

Council Meeting of
July 26, 2011

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: Community Services – Approval of a Permit for a Special Event to be held at the Madrona Marsh Preserve.

RECOMMENDATION

Recommendation of the Community Services Director that City Council: 1) Approve a request to utilize the Madrona Marsh Preserve on October 1, 2011, for an event sponsored by the Friends of Madrona Marsh and 2) Approve the subsidy of fees in the amount of \$619.79 for the use of the Community Services Department's portable stage for the event.

FUNDING

Funding in the amount of \$619.79 is available in the City Council's Municipal Legislative Policy Program Budget. A total of \$10,000 remains in the budget for the subsidy of community events. If approved, the remaining balance will be \$9,380.21. The Friends of Madrona Marsh will pay all remaining fees associated with this event.

BACKGROUND/ANALYSIS

The Friends of Madrona Marsh (FOMM) have requested permission to conduct their 2nd Annual fundraising event titled "Starlight Magic – A Celebration on Madrona Marsh Preserve" on October 1, 2011 from 5 – 10 p.m. This event will include musical entertainment, food, wine, gift baskets, both a silent and live auction, and an estimated attendance of 250 guests. The FOMM will be responsible for securing a permit from the Los Angeles County Health Department, an ABC License, and a City of Torrance Sound Permit. They will also be responsible for preparing a parking plan and renting a portable restroom facility for their guests. All funds generated from this event will help sustain and protect the programs of the Madrona Marsh.

The City of Torrance Special Event's Team has met with the FOMM to discuss the requirements for hosting this event on the Madrona Marsh. Efforts will be made to reduce any impacts to the surrounding community and to ensure the safety of the guests and residents of the Marsh. In addition, the Torrance Police Department has reviewed this request, and does not require an onsite presence during the event.

The Community Services Director supports this event and recommends Council approval of both the event and the subsidy of fees for the portable stage. The FOMM have been a generous partner in the creation, maintenance, and support of the Marsh and the Madrona Marsh Nature Center, and as mentioned above, all proceeds will benefit the Marsh and its programs.

Respectfully submitted,



JOHN JONES
Community Services Director

CONCUR:



LeROY J. JACKSON
City Manager